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SENT VIA E-MAIL

October 30, 1996

To: Boston R.O.U.
New York Metro R.O.U.

FOR: DISSEMINATION TO ALL SALES/RETAIL REPS WITH
STOP & SHOP SUPERMARKETS (CID 0533 00 00)

RE: STOP & SHOP / RJR BUYDOWNS

Ladies and Gentlemen:

Please find below RJR Buydown Promotions which will be in effect throughout the Stop & Shop Supermarket Chain.

➤ Promotion -- (Buydown)

- Brand Styles: Winston, Winston Select, Doral, Monarch and Value Sense
- Rate: \$2.00 per Carton / .20¢ per Pack
- Time Period: November 3, 1996 through January 5, 1997

➤ Reimbursement:

- All reimbursements for the above listed promotions will be handled at chain headquarters.

Your assistance in contacting all locations as close to the November 3, 1996 implementation date as possible to ensure these buydown promotions are communicated to the consumer ... is appreciated.

Sincerely,

Mike

M. A. Belniak

MAB/nsk

	Sales	Retail
1221		1222
1222	4, 5, 7, 8, 9	20, 24, 27, 124
1223		1223
1224		1226
1225		1229
1226		ROM
1229		PC MC SC PA
1240		
1244		RSM RBM

51850 5498